

# **RJ REYNOLDS**

TOBACCO COMPANY

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July 16, 1997

RJR Account #«SIS»

«NAME»

«ACCOUNT»

## **SEPTEMBER DORAL B2G1F / PROMOTION #701143**

Dear «GREETING»:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as «SKUS» skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts. «COMMENTS»

DORAL BRAND STYLE	B2G1F UPC Code	# / (6M) Cases B2G1F
<i>Light</i>	12300-22588	«STYLE1»
<i>Light Men 100</i>	12300-22592	«STYLE1»
<i>Light 100</i>	12300-22589	«STYLE2»
<i>FF 100</i>	12300-22590	«STYLE1»

### **DISPLAY DETAIL**

*EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.*

*EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.*

*EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.*

*THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.*

*IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

«PO»

Product / Premium Arrival:

**August «SHIPDATE», 1997**

Ship Date to Retail:

**Week of: September 1, 1997**

SKU CUBE:

**0.9960**

SKU WT (w/o Product):

**1.7000 lbs**

Retail Sales Offer per Sku:

**21 Offers**

**Billing per Sku:**

**5 Savings Cartons (if additional live pack is added to Display)**

**4.9 Savings Cartons (if additional live pack is NOT added to Display)**

**EFT \$ Amount:**

**\$«EFT»**

**Non-EFT \$ Amount:**

**\$«NONEFT»**

51859 2234

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)  
*BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100*
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- \* ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**

(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: «CC»

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.